KEY WORDS

see title

BOOTH TEST DATA

POL & SEF SUMMARY SHEET

PROJECT NO. 2100

TITLE: Marlboro 100mm. type with perforated tipping, coded D2AXL "C" vs. Marlboro 100mm. type with porous tipping coded D2AUP "E"

REQUESTER W. Houck DATE:LAB Dec. 5, 1972 N 30

POL Nov. 29-30, 1972 N 63

TEST METHOD Paired Comparison PREPARATION crackers and water

PURPOSE To determine differences in smoke flavor.

PROCEDURE Using reduced lighting (to the lowest possible level) and the above preparations, judges were given the samples in a balanced presentation. Then they answered the questions on the attached ballot.

RESULTS:

Smoother	more total taste	more spicy	smoother	more bitter	more tobacco like	prefer			
C E ND	C E ND	C E ND	C E ND	C E ND	C E ND	C E ND			
12 11 7 ns	9 13 8 ns	14 8 8 ns	8 8 14 ns	6 12 12 ns	8 13 9 ns	9 17 4 ns	Lab		
29 28 6 ns	33 24 6 ns	29 26 8 ns	23 23 17 ns	27 24 12 ns	25 32 6 ns	26 30 7 ns	Pol		
41 39 13 ns	42 37 14 ns	43 34 16 ns	31 31 31 ns	33 36 27 ns	33 45 15 ns	35 47 11 ns	Comb.		

compared with your own brand					
C	E	C	E	C	E
m 3.43	3.53	m 3.62	3.65	m 3.56	3.61
t 0.43		t 0.17		t 0.37	
p ns		p ns		p ns	
LAB		POL		COMB	

Conclusions: Judges found no significant differences between the samples.

SIGNED Faye Reynolds DATE COMPLETED Dec. 5, 1972
Bobcat #14-A

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Source: https://www.industrydocuments.ucsf.edu/docs/rmn10000